Consumer Automotive Financial Services in Poland

Description: Consumer Automotive Financial Services in Poland investigates the market for automotive financial services linked to sales of new and used passenger cars to individual buyers in Poland. In addition to analysing the market for finance and leasing services, the study also covers creditor insurance, motor insurance, road assistance, extended warranties, prepaid service contracts and GAP insurance.

Using survey results for average take-up rates for finance and leasing propositions at the point of sale, data for the size and growth of the automotive finance and leasing market for consumers in Poland is provided in terms of gross advances and assets leased for 2011 to 2015 with splits between finance for new and used cars and between finance organised through dealerships at the point of sale and directly with banks or other lending institutions.

Moreover, also by means of data for average take-up rates, the markets for creditor insurance, motor insurance, road assistance, extended warranties, prepaid service contracts and GAP insurance are sized in terms of gross written premiums and other revenues sold through the automotive trade (i.e. via dealers and manufacturers) in 2015. These markets, estimated to be worth PLN 2.65 billion in total in 2015 (about EUR 615 million), are broken down between new and used cars, and between new contracts sold during 2015 and in-force business sold in previous years but still being renewed in 2015.

The report draws on a survey of 55 leading car dealerships as well as an analysis of the approach to consumer automotive financial services of 36 car manufacturer brands in Poland. The PartnerBASE™ dataset that accompanies the report details each of the marketing initiatives for consumer automotive financial services traced by us for both dealers and manufacturers; a market data annexe is also available in a convenient spreadsheet format so that there is no need to re-enter key data points from the report.

In addition to captive finance companies owned by manufacturer brands, organisations covered by the report include Allianz, AutoProtect, ERGO Hestia, Europ Assistance, Genworth Financial, Getin Bank, MetLife Amplico, PZU, Raiffeisen Bank, Santander Consumer Bank, Starter24 and WAGAS. Together, the report and database will provide you with the definitive guide to current and future opportunities in consumer automotive financial services in Poland.

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- What is this report about?
- The focus of the report is on financial services related to the sale of passenger cars to individuals
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- The provision of financial services is essential to support both car sales and profitability
- This report offers a detailed updated analysis of the subject in Poland based on primary research
- Methodology
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- In total, the automotive trade is likely to have sold contracts worth around PLN 2.43 billion in 2012
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- All or the vast majority of dealerships intermediate six of the product categories investigated
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- Most Polish dealerships intermediate both tied and non-tied motor insurance policies
- Through a combination of exclusive and shared partnerships, Allianz is the dominant provider
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- AutoProtect is the most visible provider in the non-tied market
- A combined analysis assigns an implied 28.6% market share to the leading competitive duo
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- Road assistance is available from the vast majority of dealers in one form or another
- Having set up in Poland in 2000, Starter24 now claims the highest weighted share of partnerships
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